

## ABSTRACT OF THE DISCLOSURE

A signaling assembly is disclosed and which includes a reflective substrate having opposite first and second surfaces; an electromagnetic radiation emitter for emitting visibly discernible electromagnetic radiation and which is borne by the second surface of the reflective substrate; and a light channeling assembly positioned near the electromagnetic radiation emitter, and which directs the emitted visibly discernible electromagnetic radiation in a direction where it may be viewed from a location which is forward of one of the first and/or second surfaces of the reflective substrate.